To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Bothe, James M., 1700 - Pittsburgh Region, 1710 - Pittsburgh ROU, Sweeney, Junie, Sturm, Mike E., Barney, Kevin, Morris, Jim (1340), Rumberger, J, McGovern, M D., Robleto, Mario, Keeney, David, Seltzer, Cindy L., 2600 - Dallas Region, 2610 - Dallas ROU, 5810 - Houston ROU (HOWARDC), 5800 - Houston Region (MYERSL), 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Turner, Dave, 2310 - S. Florida ROU (FINKLEP), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Cundari, Charles, 2910 - Richmond ROU (YOUNGP), 2900 - Richmond (RHYNEJ)
DDA:MSMAIL=RJRWS/RJRPO4/ODOMT; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/ELLEGAJ; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
From: Forrey, Linda
Posted: 7/16/97 20:20
Opened: 7/17/97 20:20
Subject: ECKERD DRUGS - .30 PACKAGE PROMOTION

ATTACHED ARE DETAILS FOR THE SECOND HALF, 1997 PACKAGE PROMOTIONS IN ECKERD DRUGS.

LINDA

note to ROU Coordinators: total number of cases x 30 cartons divided by 4 cartons = total displays needed per Direct Account.

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

Eckerd 3rd/4th Quarter 30¢ Pack Program
(SALEM, WINSTON, DORAL)

Brand	Program #	Display Item #	Product Payment Code	VPR UPCs	Pack UPCs	Product Case UPCs	First Order Dates/Drive Period	Display Payment Code	DTS
SALEM (NOT WORKED IN FAIR TRADE STATES)	701812	530123	SAL SNIPE .30 C/G	N/A	**FF85** 012300-12039 **Lt 85** 012300-12439 **FF 100** 012300-12239 **Lt 100** 012300-12539	**FF 85** 24464 **Lt 85** 24466 **FF 100** 24465 **Lt 100** 24467	7/7/97-708 9/22/97-711	SAL PACK DPLY Rate: $1.50	7/28 - First Wave 10/27 - Second Wave
WINSTON	701887	8/25 Wave 527135 10/27 Wave 529445	Off Invoice	012300-70416	N/A	**FF85** 24551 **Lts** 24552 **Lt 100** 24553 **FF 100** 24554	8/11/97-709 10/6/97-711	WIN PACK DPLY Rate: $1.50	8/25 - First Wave 10/27 - Second Wave
DORAL	701823	522482	Off Invoice	012300-70522	N/A	**FF 100** 24261 **Lt 100** 24477 **Ult Lt 100** 24479 **Lt Mthl 100** 24478	8/25/97-710 9/29/97-711	DOR PACK DPLY Rate: $1.50	9/29 - First Wave 11/24 - Second Wave

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

R.J. Reynolds Tobacco Company

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Phone: 813 - 885-5607
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1-800-757-8255 40046#

July 16, 1997

Mr. Kevin Barney
Mr. Jim Morris
Ms. June Sweeney
Mr. Jeff Rumberger
Ms. Cindy Seltzer
Mr. Chuck Cundari
Mr. Dave Keeney
Mr. Mitch McGovern
Mr. Mike Sturm
Mr. Mike Bothe
Mr. Mario Robleto

ROU'S 1310, 1610, 1710, 2210, 2310, 2610, 2910, 5810 (Please provide to Promotion Coordinators and ROM's)

Subject: Eckerd Corporation (0103-xx-xx) - Salem/Winston/Doral .30 Pack Program

Attached are the program details for the Eckerd promotions for Salem, Winston and Doral. The product allocations have been provided to the S. Florida Region (23xx) and will be transferred to each ROU, based on the attached sheets for each Direct Account. S. Florida Promotional Coordinator Patty Hill will communicate the product transfers to each ROU. Patty will also transfer display allocations for ordering by each ROU, along with the product needs. The Tampa Chain office will order product for the three Eckerds, Fays and Thrift.

When ordering product, please specify the Program number. The Winston and Doral programs will be shipped as "Reduced List Price - Off Invoice,"

Due to issues with Fair Trade States and the inability not to handle a "reduced list price" for the Salem tear tape promotion, we will not work the first Salem program in Maryland, Tennessee and Missouri. I will advise if we are able to work the Second Wave for Salem in these stores. All stores will have the Winston and Doral promotions.

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

RJR Manager / ROU Responsibilities Recap:

- Ensure packing and shipping to retail accounts are handled by the attached down the street schedule. For first time Direct Accounts, please demonstrate the method for packing the shippers. I will provide spreadsheets , under separate cover, per Direct Account for stores to be shipped. (I will not provide spreadsheets for Eckerds, Fays and Thrift).

- Each ROU will order product and displays, to be shipped to Direct Accounts per the timetable requested by respective RJR Managers with sufficient lead time for packing promotions. The Tampa Chain office will handle ordering product for Eckerds, Fays and Thrift. Displays for these five accounts will be ordered by the S. Florida ROU.

- Product should be shipped to Retail at $3.00 off per carton. The Winston and Doral product will be shipped as "Reduced List Price - Off Invoice," The Salem tear tape will be shipped from Winston-Salem at regular price. Managers should make payments to Direct Accounts (except Fays, Thrift and Eckerds) for $3.00 per carton times the number of cases shipped for the Salem tear tape product. Managers should also make payments (except Fays, Thrift and Eckerds) for $9.00 per 12M case for VAP packing and shipping for all promotions shipped.

- I will handle all Display payments with Eckerds Corporate

- Under separate cover, I will provide the Chain authorization from Eckerds Corporate

Since this will be the first Chain-wide program for the combined 2850 stores, please communicate any issues or concerns to me regarding the program details. Thanks to each of you for your part in making this program work.

Sincerely,

Linda

Linda L. Forrey

attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

cc: Region Managers: 1300, 1600, 1700, 2200, 2300, 2600, 2900, 5900, AMO'S

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

DIRECT ACCOUNT	ACCOUNT #	DORAL FF 100 (6M)	DORAL LIGHT 100 (6M)	DORAL ULTRA LIGHT 100 (6M)	DORAL LIGHT MENTHOL 100 (6M)
ATLANTIC DOMINION	476400	4	4	4	4
L. J. ZUCCA	722770	2	2	2	2
IMPERIAL (LA)	288347	3	3	3	3
IMPERIAL (MS)	288347	1	1	1	1
GSC, SULPHER SPRINGS	248340	2	2	2	2
HACKNEY, PENSACOLA	746972	1	1	1	1
HACKNEY, CANTON (FOR TN)	746970	1	1	1	1
ECKERD, FLA	754615	20	20	20	20
ECKERD, GA	754612	20	20	20	20
ECKERD, TEXAS	754617	16	16	16	16
FAYS, NEW YORK	492773	8	8	8	8
THRIFT, PITTSBURGH, PA	641880	17	17	17	17
TOTAL		95	95	95	95

PRODUCT NEEDS FOR DORAL PROMOTION

Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

DIRECT ACCOUNT	ACCOUNT #	SALEM KS (6M)	SALEM 100 (6M)	SALEM LT KING (6M)	SALEM LIGHT 100 (6M)
ATLANTIC DOMINION	476400	4	4	4	4
L. J. ZUCCA	722770	1	1	1	1
IMPERIAL (LA)	288347	3	3	3	3
IMPERIAL (MS)	288347	1	1	1	1
GSC, SULPHER SPRINGS	248340	2	2	2	2
HACKNEY, PENSACOLA	746972	1	1	1	1
ECKERD, FLA	754615	22	22	22	22
ECKERD, GA	754612	20	20	20	20
ECKERD, TEXAS	754617	16	16	16	16
FAYS, NEW YORK	492773	8	8	8	8
THRIFT, PITTSBURGH, PA	641880	17	17	17	17
TOTAL		95	95	95	95

NOTE: QUANTITIES ARE FOR SALEM TEAR TAPE PROMOTION (NO FAIR TRADE STATES INCLUDED)

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000

DIRECT ACCOUNT	ACCOUNT #	WINSTON KING (6M)	WINSTON LIGHT KING (6M)	WINSTON 100 (6M)	WINSTON LIGHT 100 (6M)
ATLANTIC DOMINION	476400	4	4	4	4
L. J. ZUCCA	722770	2	2	2	2
IMPERIAL (LA)	288347	3	3	3	3
IMPERIAL (MS)	288347	1	1	1	1
GSC, SULPHER SPRINGS	248340	2	2	2	2
HACKNEY, PENSACOLA	746972	1	1	1	1
HACKNEY, CANTON (FOR TN)	746970	1	1	1	1
ECKERD, FLA	754615	21	21	21	21
ECKERD, GA	754612	20	20	20	20
ECKERD, TEXAS	754617	16	16	16	16
FAYS, NEW YORK	492773	8	8	8	8
THRIFT, PITTSBURGH, PA	641880	17	17	17	17
TOTAL		96	96	96	96

PRODUCT NEEDS FOR WINSTON PROMOTION

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Source: https://www.industrydocuments.ucsf.edu/docs/zrvn0000